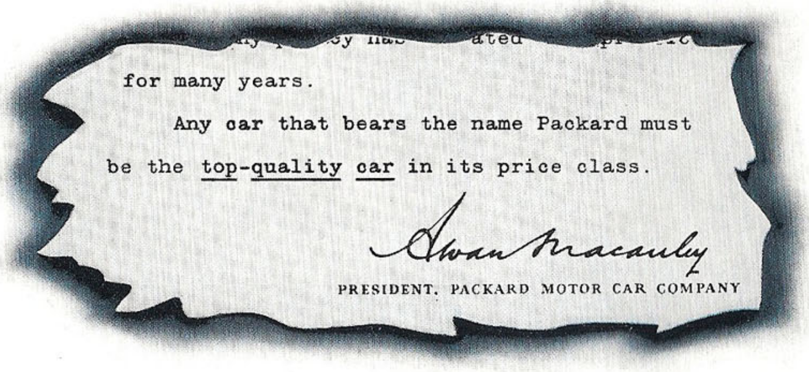
-PACKARD-
ONE TWENTY
PACKARD SIX-PACKARD SIX-

-OF A DISTINGUISHED FAMILY

PACKARD
FOR 1937



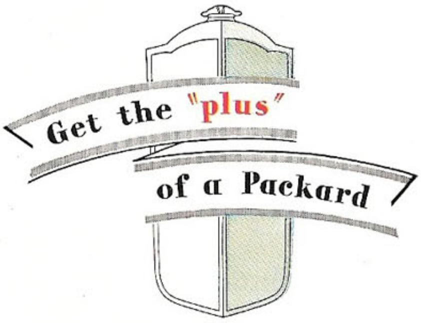
for many years.

Any car that bears the name Packard must be the top-quality car in its price class.

Alvan Macauley

PRESIDENT, PACKARD MOTOR CAR COMPANY

Packard 120 or Packard Six, each measures up to the dictates of this company policy laid down by President Macauley.

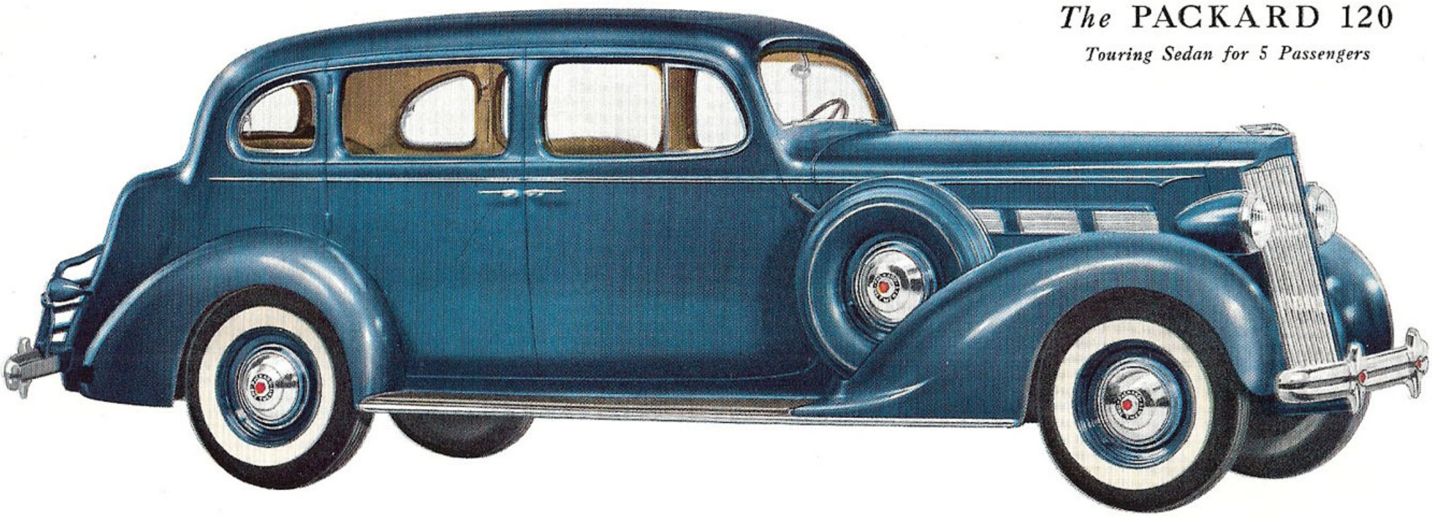


—a "plus" that is easy to get, for a Packard is easy to buy and easy to own. Especially so, now that Packard offers two great new cars—the Packard 120 and Packard Six—at two new low prices. ✣ ✣ These fine cars present a new idea to the lower-price field: the combination of long style life and long mechanical life. And this, in a car of lower price, is much more important than any new body design or any new motor principle. ✣ ✣ For years, the larger Packards have given their owners projected styling and projected engineering. Out of their experience came the distinguished Packard 120 successfully bringing this double value idea to thousands who had long wanted Packard cars. And now, with the Packard 120 continued in finer form, its acceptance has led us to offer an even lower priced model with the same enduring identity and lasting mechanical excellence. ✣ ✣ Whether you buy the Packard 120 or Packard Six, you will find it high in driving comfort and owner prestige—low in operating and maintenance costs. Each of these two great cars confirms the good business of paying a little more and enjoying a lot longer. Either of them, because of longer life, will most likely cost you less to own and operate than your present car. ✣ ✣ Why not let your Packard dealer give you the facts today—why not decide right now to "get the *plus* of a Packard".

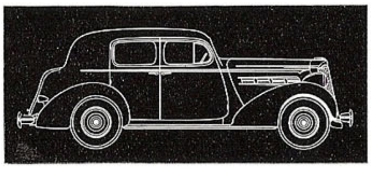
ASK THE MAN WHO OWNS ONE

The PACKARD 120

Touring Sedan for 5 Passengers

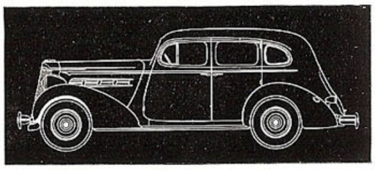


THE CLUB SEDAN

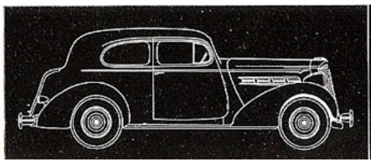


Not only is the Packard 120 distinguished by greater size and power, but also by design refinements that make it the luxury car of the lower-priced field. Spare tires may be side mounted, if you choose to add this special equipment. A choice of three upholstery materials is offered to best harmonize with the many color combinations. And the extra size and length of the car is capitalized by special luxury.

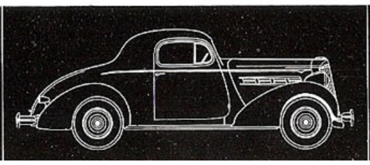
THE SEDAN



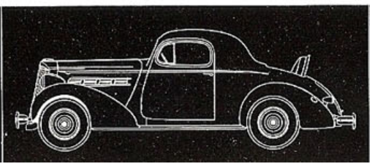
THE TOURING COUPE



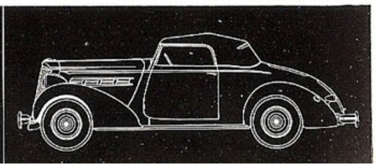
THE BUSINESS COUPE

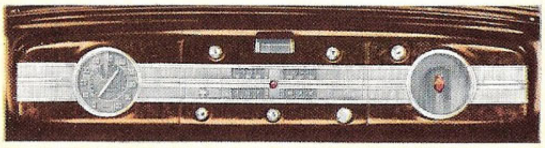


THE SPORT COUPE

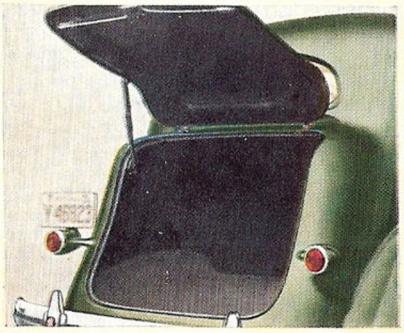


THE CONVERTIBLE COUPE

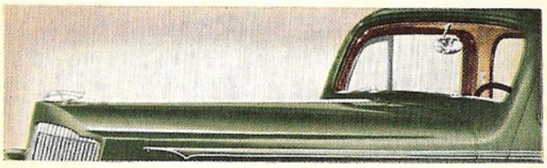




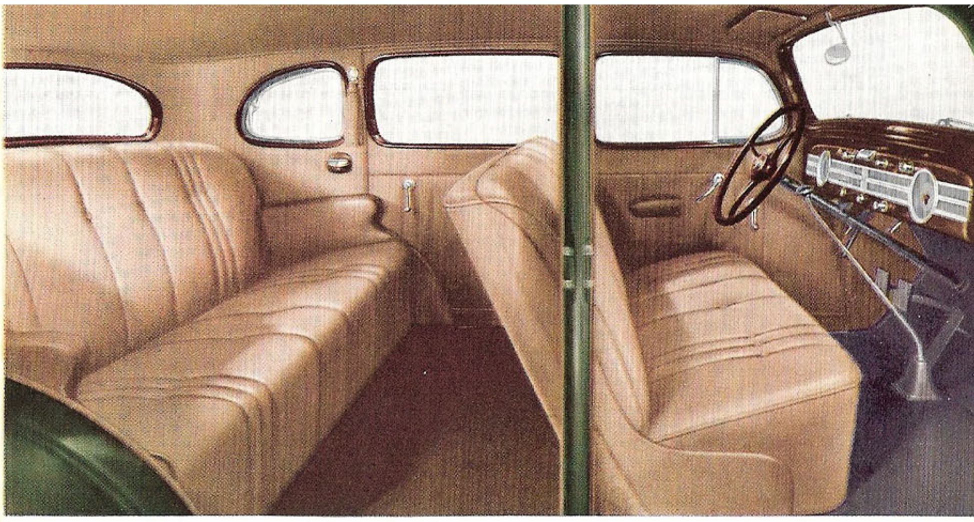
** There is a richness to the instrument board that sets off its utility to pleasing advantage. Easily read dials are placed for greatest convenience, yet nicely balanced to preserve the artistic design.*



** With side mounted spare tires made possible by the greater length of the car, more space is added to an already spacious trunk compartment*



** A long tapering bonnet gives full play to the yachtlike lines that emphasize the sleekness of the Packard 120.*

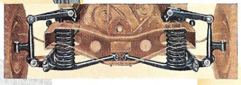


From the chrome trimmed instrument board and brightly plated gear shift lever in the front compartment to the button-tufted cushions and seat backs, there is a luxury about the Packard 120 interior that well matches its solid comfort. The design reflects tailored good taste and this trimness is enhanced by a flat, uncluttered floor free of annoying tunnel or hump—to mention but one of many features revealed by a further study of the above close-up of a luxurious interior.

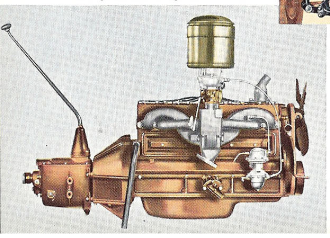
Long MECHANICAL *Life to Match Long* STYLE *Life*

** This long life starts with the very backbone of the car—a frame four times as rigid as previous types. The tapered I-beam construction of the reinforcing X-member adds stiffness.*

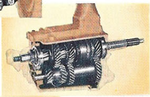
** Packard's own Safe-T-fleX system of independent front wheel suspension combines driving safety with riding comfort.*

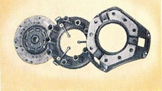


** The Packard Six engine—designed by Packard and built by Packard. Bore, 3 7/16"; stroke, 4 1/4"; displacement, 237 cu. in.; develops 100 horsepower at 3600 r. p. m.*

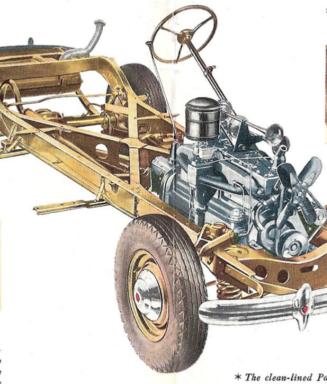


** The transmission uses carburized gears and more ball and roller bearings than comparable designs.*



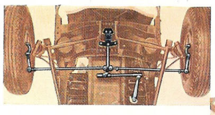


** Bull-dog engagement with velvety pedal pressure are characteristics of the Semi-Centrifugal Clutch.*

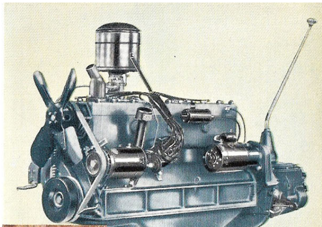


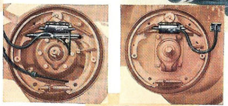
** The clean-lined Packard 120 chassis, wheelbase 120 inches. That of the Packard Six is 115 inches. Of each we proudly say: "—and every inch a Packard!"*

** Scientific design and ball bearing construction make the Harmonized Steering light and positive in operation.*



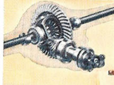
** The Packard 120 engine—Packard throughout, hence Packard in name. Bore, 3 1/4"; stroke, 4 1/4"; displacement, 282 cu. in.; develops 120 horsepower at 3800 r. p. m.*



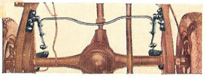


** Service brakes are hydraulic—Packard Servo-Sealed—with Centrifuse drums and exclusive dirt and water shield.*

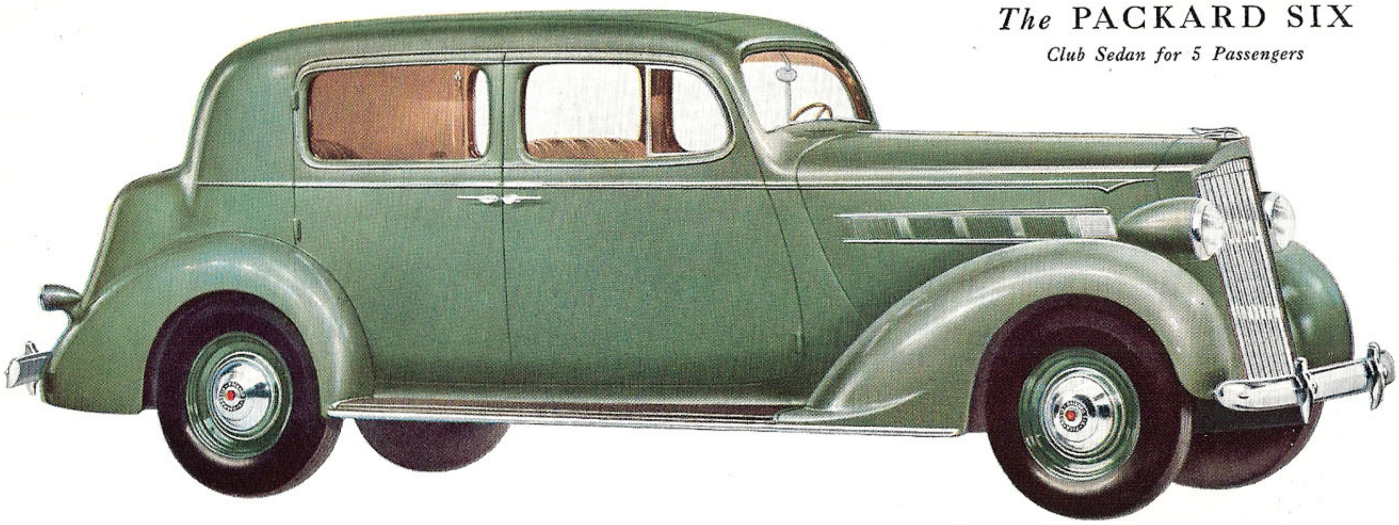
** Supplementing these hydraulic brakes is an independently operated mechanical hand brake.*



** The Angleset Rear Axle with quiet hypoid gearing keeps the center of car gravity low and increases road clearance.*



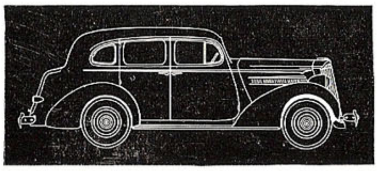
** Note the Roll Control Bar (to prevent dangerous car sway) and the protected brake fluid lines.*



The PACKARD SIX

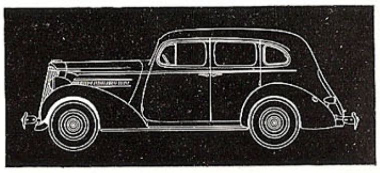
Club Sedan for 5 Passengers

THE TOURING SEDAN

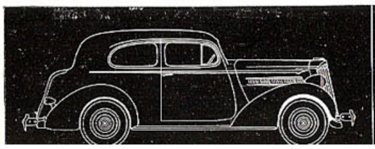


Just as the Packard 120 literally startled the automotive world with its Packard quality and fineness in the lower-price field, so will the Packard Six in its still-lower price bracket. For here is a car in the Packard tradition of projected styling and projected engineering that now puts all the pleasures of Packard ownership within the reach of even more. It lets you at last BE the man who owns one.

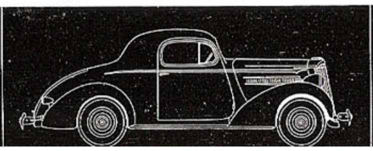
THE SEDAN



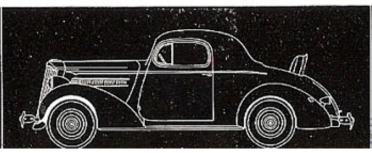
THE TOURING COUPE



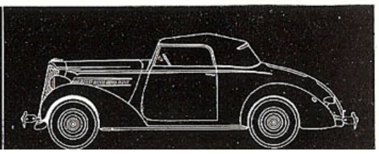
THE BUSINESS COUPE

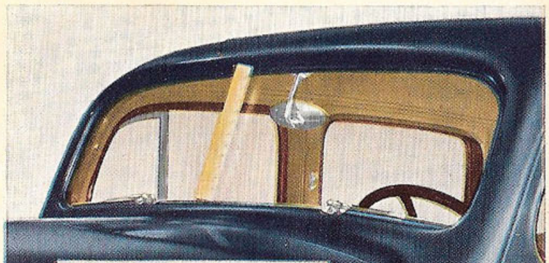


THE SPORT COUPE



THE CONVERTIBLE COUPE

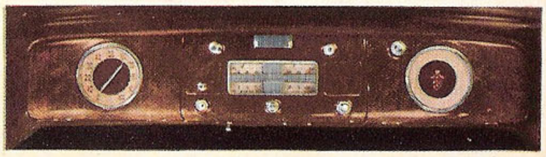


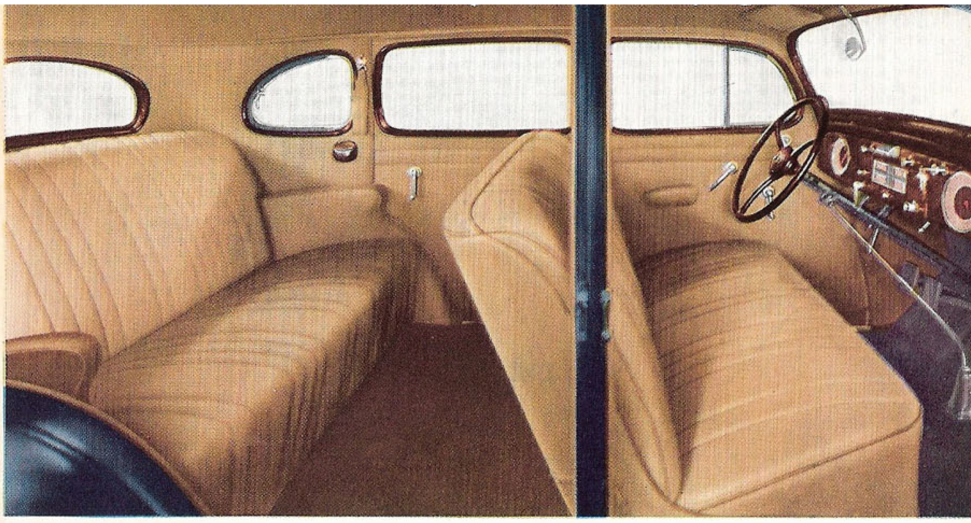


**A wide foot-high windshield gives extra vision for overhead traffic lights and scenic views.*

**The spare tire is mounted flat below a roomy luggage compartment in a built-in rear trunk.*

**Artistic design blends beauty with utility in the instrument board. Dials and dash controls are quickly convenient to eye and hand.*

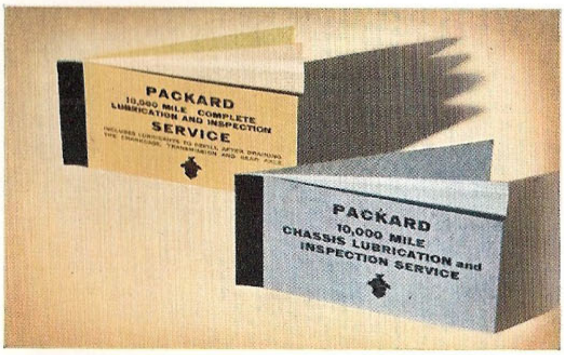




From the side mounted arm rests in the front compartment to the cleverly recessed foot rest at the rear, typical Packard design builds comfort features into an interior whose luxury is surprising for a car of the Packard Six price. Seats are wide—unusually so—and are orthopedically contoured to insure a restful ride. Safety glass, of course, and individually controlled ventilation are just some of the many conveniences to be found in the body, built by Packard in its own body shops.

It is EASY *to* OWN *a* PACKARD

Operating costs on the Packard 120 and Packard Six are surprisingly low especially in relation to the power, size and weight of these fine cars. And matching these low operating costs are service costs that you may prove low before you even buy your car. There are two main reasons for this service economy. One: fundamental Packard design specifies the use of more ball and roller bearings to resist tearing wear, than any comparable car. Two: fundamental Packard policies specify that service costs *must* be no more–if not less–than for cars costing the same. Not only does the experience of 80,037 Packard 120 owners confirm this statement, but Packard adds further confidence in its service-free design with a coupon book system for routine service work. Barring accident or owner neglect, this work is flat-rated for the first 10,000 miles at a cost which averages no more than $1.50 a month. You have your choice of these two booklets.


PACKARD
10,000 MILE COMPLETE
LUBRICATION AND INSPECTION
SERVICE
PACKARD
10,000 MILE
CHASSIS LUBRICATION and
INSPECTION SERVICE

It is EASY *to* BUY *a* PACKARD

*

New low prices on the Packard 120 and Packard Six are not the only things that make it easy to buy a Packard. A liberal used car allowance and an attractive 6% payment-out-of-income plan are other short steps to Packard ownership. Should you choose to follow the practice of two out of every three motor car purchasers and budget your new Packard payments, quite likely you will find the value of your old car equal to or more than the down payment—with monthly payments only a few dollars more than for cars much lower in price. And what better car than a Packard to buy this way, for it will last you years after the final payment is forgotten. You have but to scan the history of Packard's long adherence to styling that keeps a Packard always looking like a Packard—or ask the man who owns one about the long life of motor and chassis—to know that spreading the purchase of a Packard over the future is safer and sounder than on any other car.

AVAILABLE ON
6%
PAYMENT PLAN

BRIEF SPECIFICATIONS

THE PACKARD 120

MOTOR—Cylinders and upper crankcase integral. L-type head. Rubber mounted. Aluminum pistons. Cylinder head—detachable aluminum. Bore and stroke—3¼" x 4¼". Piston displacement—282 cu. in. Actual brake horsepower—120 at 3800 r.p.m.

MOTOR LUBRICATION—Full pressure feed to all bearings and metered oil spray to cylinder walls and chain. Ventilated crankcase.

CARBURETION—Dual downdraft, automatic choke, oil bath air cleaner and silencer.

CLUTCH—Semi-centrifugal type. 10" single plate. Spring cushion drive. Friction damper.

TRANSMISSION—Silent synchronized. Three quiet forward speeds and reverse. Helical gear teeth.

COOLING SYSTEM—Cellular radiator core. Centrifugal pump. Thermostatic temperature control, 16" fan. Heat indicator on instrument board. Capacity—5 gal.

FUEL SYSTEM—Mechanical pump (incorporating filter). Gas capacity gauge on instrument board. Tank capacity—20 gal. at rear.

BRAKES—Servo Sealed hydraulic. Internal expanding. 12 inch centrifuse drums.

SHOCK ABSORBERS—Hydraulic double acting.

CHASSIS LUBRICATION—Pressure gun.

FRONT SUSPENSION—Packard Safe-T-fleX independent suspension. Helical coiled springs.

REAR SUSPENSION—Semi-elliptical, 54" x 1¾". Metal spring covers.

WHEELS—Disc wheels, drop center rims.

TIRES—7:00 x 16 low pressure. 4 ply cord.

WHEELBASE—120".

TURNING RADIUS—19' 6".

ELECTRICAL SYSTEM—Generator voltage regulator—vibrator type mounted on dash. Foot control light switch. Starting switch with remote control. 10 mm. spark plugs.

DISTRIBUTOR—Auto-lite—with vacuum control.

THE PACKARD SIX

MOTOR—Cylinders and upper crankcase integral. L-type head. Rubber mounted. Aluminum pistons. Cylinder head—detachable cast iron. Bore and stroke—3 7/16" x 4¼". Piston displacement—237 cu. in. Actual brake horsepower—100 at 3600 r.p.m.

MOTOR LUBRICATION—Full pressure feed to all bearings and metered oil spray to cylinder walls and chain. Ventilated crankcase.

CARBURETION—Single barrel downdraft, automatic choke unit construction, oil bath cleaner and silencer

CLUTCH—Semi-centrifugal type. 9½" single plate. Spring cushion drive. Friction damper.

TRANSMISSION—Silent synchronized. Three quiet forward speeds and reverse. Helical gear teeth.

COOLING SYSTEM—Cellular radiator core. Centrifugal pump. Thermostatic temperature control. 16" fan. Heat indicator on instrument board. Capacity—4¼ gal.

FUEL SYSTEM—Mechanical pump (incorporating filter). Gas capacity gauge on instrument board. Tank capacity—17 gal. at rear.

BRAKES—Servo Sealed hydraulic. Internal expanding. 11 inch centrifuse drums.

SHOCK ABSORBERS—Hydraulic double acting.

CHASSIS LUBRICATION—Pressure gun.

FRONT SUSPENSION—Packard Safe-T-fleX independent suspension. Helical coiled springs.

REAR SUSPENSION—Semi-elliptical, 54" x 1¾". Metal spring covers.

WHEELS—Disc wheels, drop center rims.

TIRES—6:50 x 16 low pressure. 4 ply cord.

WHEELBASE—115".

TURNING RADIUS—19' 2".

ELECTRICAL SYSTEM—Generator voltage regulator—vibrator type mounted on dash. Foot control light switch. Starting switch with remote control. 10 mm. spark plugs.

DISTRIBUTOR—Delco—with vacuum control.

STANDARD EQUIPMENT—Oil bath cleaner . . . Roll control bar . . . Jack pads . . . One spare wheel . . Jack and tool equipment . . . Body ventilation . . . Interior sun visor . . . Two automatic windshield cleaners . . . Rear view mirror . . . Ash trays, front and rear compartments . . . Robe rail . . . Foot rest in rear compartment . . . Generator voltage regulator . . . 32-candlepower headlights with four lighting positions . . . Combination tail and stop light . . . Dome and front compartment lights . . . Horn . . . Speedometer . . . Gasoline gauge . . . Oil pressure gauge . . . Motor thermometer . . . Ammeter . . . Locked package compartment in instrument panel . . . Wheel compartment lock . . . Cowl ventilator with screen . . . adjustable front seat . . . Toggle grips . . . Radio aerial in all enclosed bodies.

The right is reserved to change specifications or prices without incurring any responsibility with regard to cars previously sold.

PACKARD MOTOR CAR COMPANY • DETROIT, MICHIGAN

Printed in U. S. A.